



Image Consistency Guidelines

INTRODUCTION

The *Kentucky Strengthening Families Image Consistency Guidelines* have been developed to assist partners align communication related to Kentucky Strengthening Families. This ensures a consistent message, brand and formatting are maintained. By utilizing consistent materials and graphics, the awareness of Kentucky Strengthening Families can be heightened across the Commonwealth.

Using the Service Marked Images:

The Kentucky Strengthening Families logo and tree have been Service Marked. A Service Mark (SM) is a legally registered name or designation used in the manner of a trademark to distinguish an organization's services from those of its competitors. When using the Kentucky Strengthening Families logos, you must use the provided logos with the "SM" on the images.

Kentucky Strengthening Families images are used to brand the initiative; therefore they **must** be used consistently to protect the brand's integrity. **All** materials that are developed to promote the Kentucky Strengthening Families initiative must include one of the official Kentucky Strengthening Families graphics.

These images should always be produced from the graphics provided by Kentucky Strengthening Families. It must always consist of all of its necessary elements, in their originally designed format, unless otherwise provided/approved by Kentucky Strengthening Families Operations Team.

COMMUNICATING THE PROTECTIVE FACTORS

Kentucky has adopted the following six protective factors which also includes family-friendly definitions beside each protective factor. When communicating the protective factors with families, please include the definitions listed below. You can also find other suggestions of what each protective factor and everyday actions for families on the KYSF brochure which can be found at bit.ly/kystrengtheningfamilies.

1. **Parental Resilience** – "Families Bounce Back"
2. **Social Connections** – "Families Have Friends They Can Count On"
3. **Knowledge of Child Development** – "Families Learn How Their Children Grow and Develop"
4. **Concrete Support in Times of Need** – "Families Get Their Meet Basic Needs Met"
5. **Social and Emotional Competence of Children** – "Families Teach Children How to Have Healthy Relationships"
6. **Nurturing and Attachment** – "Families Ensure Their Children Feel Loved and Safe"

OFFICIAL COLOR PALETTE

The approved signature colors for the Kentucky Strengthening Families brand are teal and green. These colors should be used as needed to brand the initiative in communication materials such as presentations and flyers.

KENTUCKY
STRENGTHENING
FAMILIES

Branding Colors



PANTONE: 638U

CMYK: C: 71, M: 17, Y: 0, K: 0

RGB: R: 39, G: 168, B: 224

HEX: #27ABE0



PANTONE: 382U

CMYK: C: 50, M: 0, Y: 99, K: 0

RGB: R: 141, G: 198, B: 63

HEX: #8DC63F



The following is the color palette of the Kentucky Strengthening Families protective factor tree.

	<h2>Branding Colors</h2>
 <p>PANTONE: 638U CMYK: C: 71, M: 17, Y: 0, K: 0 RGB: R: 39, G: 168, B: 224 HEX: #27ABE0</p>	
 <p>PANTONE: 382U CMYK: C: 50, M: 0, Y: 99, K: 0 RGB: R: 141, G: 198, B: 63 HEX: #8DC63F</p>	
 <p>PANTONE: 123U CMYK: C: 0, M: 42, Y: 99, K: 0 RGB: R: 249, G: 161, B: 27 HEX: #F9A11B</p>	
 <p>PANTONE: 185U CMYK: C: 12, M: 100, Y: 75, K: 2 RGB: R: 208, G: 26, B: 64 HEX: #D01A40</p>	
 <p>PANTONE: Orange 021U CMYK: C: 0, M: 80, Y: 95, K: 0 RGB: R: 240, G: 90, B: 40 HEX: #F05A28</p>	
 <p>PANTONE: 253U CMYK: C: 47, M: 99, Y: 1, K: 0 RGB: R: 152, G: 37, B: 142 HEX: #98258E</p>	
 <p>PANTONE: 725U CMYK: C: 36, M: 60, Y: 81, K: 24 RGB: R: 138, G: 93, B: 59 HEX: #8A5D3B</p>	

A white and black version of the graphics can be used when the background offers sufficient contrast to highlight the logo. When in question, email kysf@ky.gov for assistance. Partners can also choose to use the following image which includes the tree image with Kentucky Strengthening Families.

KENTUCKY STRENGTHENING FAMILIES GRAPHICS

Logotype:

KENTUCKY
STRENGTHENING FAMILIESSM

Protective Factors Logo:





Logo Files:

Please visit bit.ly/kystrengtheningfamilies and then click “What is Kentucky Strengthening Families” on the right of the page to access the request form. The completed form will be sent to the kysf@ky.gov email. Upon approval from the Operations Team, the link to the materials will be sent to you.

Logo Use Limitations:

- Never use the logo in a sentence or as a phrase in text.
- Never use the logo out of focus or with a shadow or highlight.
- Do not superimpose the logo over or alter it with any other design element.
- Do not distort the logo or reproduce it at an angle.
- Do not create outline versions of the logo.
- Do not use the logo as a word within a headline sentence or text copy.
- Do not use the logo with another logo symbol or letters without an adequate margin surrounding each logo.
- Do ensure the logo appears clearly and has contrast to the background or photo

Referencing Kentucky Strengthening Families:

When referencing Kentucky Strengthening Families, the entire name must be spelled out the every time it is referenced.

When protective factors are presented in context with Kentucky Strengthening Families, you can use the tree with the one leaf highlighted. For instance, when you are discussing the importance of social connections, you may show it like the following:



Social Connections: Families have friends they can count on.

Having positive relationships that provide emotional, informational and spiritual support.

KENTUCKY STRENGTHENING FAMILIES TREE: IDENTIFICATION

The Kentucky Strengthening Families tree image is central to representing the framework. It **must** be used consistently to protect the brand's integrity. **All** materials that are developed to promote services related to the protective factors should include the full tree image.

The logo should always be produced from the graphics provided by Kentucky Strengthening Families. It must always consist of all of its necessary elements, in their originally designed format, unless otherwise provided/approved by Kentucky Strengthening Families Operations Team.

ACKNOWLEDGEMENT FOR USE OF KENTUCKY STRENGTHENING FAMILIES IMAGES

Any promotional materials should include the following statement:

Kentucky Strengthening Families is funded by the Governor's Office for Early Childhood (GOEC) through the Race to the Top - Early Learning Challenge Grant and the Kentucky Department for Public Health through the Early Childhood Comprehensive Systems Grant Program.

Materials should cite the following website url as a resource for more information: bit.ly/kystrengtheningfamilies. The images are service marked and should include the Service Mark (SM) emblem.

KENTUCKY STRENGTHENING FAMILIES INFORMATIONAL MATERIALS

A fact sheet and brochure for the professional audience is available on the Governor's Office of Early Childhood website. To download the materials, please visit <http://kidsnow.ky.gov/Improving-Early-Care/Pages/-Kentucky-Strengthening-Families.aspx>.